



Buy Detail Report

Revision #: Date: 9/6/2012

Client: Ben McAdams for Salt Lake County Mayor
Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30

Estimate: 318
Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/4/2012 04:59 AM
Survey: Nov11 DMA Nielsen Live+7
Buyer: Amanda Chew

Vendor: KTVX-TV
 2175 West 1700 South
 Salt Lake City, UT 84104
Phone: 801-975-4569 801-580-1335c
Fax: 801-975-4441

Send Billing To: Love Communications

546 S. 200 W
 Salt Lake City, UT 84101
Phone: 801-519-8880
Fax: 801-519-8884

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/24	10/1	10/15	10/22	10/29	Total Spots	Adults 25-64 Rtg/CPP
KTVX-TV												
60	MTuWThF 10:00p-10:35p	LN	\$400.00	\$340.00	30	2	2	2	2	2	10	2.0
	ABC 4 NWS 10P											\$200.00
												\$170.00
61	MTuWThF 10:00p-10:35p	LN:1 5	\$200.00	\$170.00	15	2	2	2	1	1	8	2.0
	ABC 4 NWS 10P											\$100.00
												\$85.00
62	MTuWThF 10:35p-11:05p	LF	\$200.00	\$170.00	30	2	2	2	2	2	10	1.5
	NIGHTLINE											\$133.33
												\$113.33
63	MTuWThF 10:35p-11:05p	LF:1 5	\$100.00	\$85.00	15	2	2	2	2	2	10	1.5
	NIGHTLINE											\$66.67
												\$56.67
											38	
												66.0
												\$130.30
												\$110.76
Total Cost:			\$8,600.00	\$7,310.00							38	

Signature: _____

Disclaimer: